(e) whether Government propose any steps to safeguard the health of people who buy high level DDT MRL food products?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) Yes, Sir.

(b) to (e) In the country, there is a ban on the use of DDT in agriculture. DDT is, however, allowed to be used for vector control (Malaria Programme) in the country.

The Maximum Residue Limit (MRL) for DDT in various food commodities has been prescribed under Prevention of foods commodities has been prescribed under Prevention of Food Adulteration Rules, 1995 for the reason that even though, it is not permitted to be used in agriculture, DDT being one of the pesticides, which persists in the environment, it is generally detected in food commodities, feed and fodder.

The Maximum Tolerance Limits (MTL) for DDT on Meat, Poultry and fish (on whole product basis) has been prescribed as 7.0 ppm. in consultation with the Central Committee for Food Standards (CCFS), the statutory committee under the PFA Act, 1954 to advise the Central Government on implementation of the Act.

The current Codex level (as in 2006) for DDT in meat (from mammals other than marine mammals) is 5.0 mg/kg (on fat basis) and in poultry meat, it is 0.3 mg/kg. During 35th Session of Codex Committee on Pesticide Residues (CCPR) held in 2003, there was a proposal to revise the current level for DDT in meat from 5 mg/kg to 1 mg/kg. India had proposed in their comments that Extraneous Maximum Residies Limit (EMRL) for DDT on meat should be retained at 5 mg/kg (on fat basis), which ensures consumer protection. Fixation of a lower level, on the other hand might result in difficulty of exports from India.

Advertisement of medilines in the Media

2827. SHRI K. CHANDRAN PILLAI: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government are aware of the advertisements appearing in the media claiming to cure diseases like cancer, HIV/AIDS by individuals/ companies manufacturing Ayurvedic medicines;

(b) if so, whether competent Government agencies have conducted scientific tests of these medicines;

(c) if so, the details thereof;

(d) whether Government would make it mandatory the approval of the competent agency for the sale and advertisement of such medicines; and

(e) the response of Government thereto?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (c) Manufacture and sale of Ayurvedic medicines is allowed after getting manfucaturing license under rule 153 of the Drugs and Cosmetics rule, 1945. However, the claims on efficacy of Ayurvedic medicines are evaluated in Central Council of Research in Ayurveda and Siddha (CCRAS).

(d) and (e) the advertisement for cure of diseases like Cancer, HIV/AIDS by individual/companies manufacturing Ayurvedic Medicines is prohibited under Section 3 of the Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954. The Government have taken following steps to curb publishing of misleading advertisements in media:

(i) Ministry of I&B has been requested to caution the publishers of newspapers and magazines not to carry misleading advertisements.

(ii) The Advertising Standard Council of India (ASCI) has been requested to register complaints and take necessary action against the print and electronic agencies for violation of Drugs and Magic Remedies Act. A number of cases of violation of the Act have also been brought to the notice of the ASCI for necessary action from time to time.

(iii) The State/UT Governments have been requested to ensure compliance of the provisions of the Act to prevent publication of misleading claims in the media.

(iv) A Public Notice has been published in national newspapers informing the public and manufacturers that publication of any advertisements claiming treatment of cancer, HIV/AIDS etc. is banned under the Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954.